KRONENBERGER ROSENFELD, LLP 1 Karl S. Kronenberger (Bar No. 226112) 2 Jeffrey M. Rosenfeld (Bar No. 222187) Virginia A. Sanderson (Bar No. 240241) 3 150 Post Street, Suite 520 4 San Francisco, CA 94108 Telephone: (415) 955-1155 5 Facsimile: (415) 955-1158 6 karl@KRInternetLaw.com jeff@KRInternetLaw.com 7 ginny@KRInternetLaw.com 8 Attorneys for Plaintiff 9 10 11 UNITED STATES DISTRICT COURT 12 94108 CENTRAL DISTRICT OF CALIFORNIA CA CV12-14596PWMX o S 13 San Francisco, 14 NATIONAL PHOTO GROUP, LLC, Case No. E E 15 a limited liability company, 150 Post Straet, Suite 520, BER 16 COMPLAINT FOR COPYRIGHT Plaintiff, KRONEN 17 INFRINGEMENT 18 19 VS. DEMAND FOR JURY TRIAL 20 REV NEW MEDIA, INC., and DOES 21 1-10, inclusive, 22 Defendants. 23 24 25 26 27 28 COMPLAINT

Case No.

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Plaintiff National Photo Group, LLC, by and through its undersigned counsel, states and alleges as follows:

#### INTRODUCTION

- 1. Plaintiff National Photo Group, LLC ("NPG" or "Plaintiff") provides entertainment-related photojournalism goods and services. In particular, NPG owns the rights to a multitude of photographs featuring celebrities, which it licenses to online and print publications. NPG's portfolio of celebrity photographs is the bread and butter of its business.
- 2. NPG has obtained U.S. copyright registrations covering many of its celebrity photographs, and others are the subject of pending copyright applications.
- 3. Defendant REV New Media, Inc. ("New Media") owns and operates a website dedicated to current events, including celebrity news.
- 4. Without permission or authorization from NPG, New Media copied, modified, and displayed NPG's celebrity photographs on New Media's website.
- 5. New Media engaged in this misconduct knowingly and in violation of the United States copyright laws.
- 6. NPG has been substantially harmed as a result of New Media's misconduct.

### **JURISDICTION AND VENUE**

- 7. This Court has subject matter jurisdiction over the federal copyright infringement claims pursuant to 28 U.S.C. § 1338(a) and 28 U.S.C. § 1331.
- 8. This Court has personal jurisdiction over New Media because it is located, and maintains its principal place of business, within California and this judicial district.

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9. Venue is proper under 28 U.S.C. §1391(a)(2) because this is a judicial district in which a substantial part of the events or omissions giving rise to the claim occurred.

#### **PARTIES**

- 10. NPG is a California limited liability company and maintains its principal place of business in Los Angeles, California.
- 11. Upon information and belief, New Media is a California corporation and maintains its principal place of business in Burbank, California.
- 12. NPG does not know the true names and capacities, whether individual, associate, corporate or otherwise, of Defendants sued herein as Does 1-10 inclusive, and NPG therefore sues said Defendants by such fictitious names.
- 13. NPG will amend this complaint to state the true names and capacities of the Doe Defendants once they have been discovered. NPG is informed and believes, and, on that basis, alleges that each Defendant sued herein by a fictitious name is in some way liable and responsible to NPG based on the facts herein alleged.

## **FACTUAL ALLEGATIONS**

## **NPG's Business**

- 14. NPG provides entertainment-related photojournalism goods and services. In particular, NPG owns the rights to a multitude of photographs featuring celebrities, which it licenses to online and print publications.
- 15. NPG has invested significant time and money in building its celebrity photograph portfolio. Due to the quality of its celebrity photographs, NPG has developed an impressive list of clients including some of the most-recognized names in celebrity reporting ("NPG's Clients").

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## **NPG's Copyrights**

- 16. NPG has obtained U.S. copyright registrations covering many of its celebrity photographs.
- 17. NPG's celebrity photographs are original, creative works in which NPG owns protectable copyright interests.
- 18. NPG owns several active and valid copyright registrations with the United States Copyright Office (the "USCO"), which registrations cover NPG's celebrity photographs.
- 19. For example, on 2/21/2012, NPG obtained a copyright registration for a collection of celebrity photographs, USCO Registration No. VA-1-806-514 (the "Copyright"), which included a series of photographs of actor Drew Barrymore (the "Photographs").

## **New Media's Website**

- 20. New Media is the registered owner of the website located at <hollyscoop.com> (the "Website"). On information and belief, New Media operates the Website and is responsible for all Website content.
- 21. The Website provides articles and other information about celebrity gossip and related events.
- 22. The Website is monetized in that it contains paid advertisements. On information and belief, New Media profits from these paid advertisements.
- 23. On information and belief, the Website averages approximately 400,000 unique visitors per month.

## **New Media's Misconduct**

24. On or about February 21, 2012, New Media posted the Photographs on the Website in a post entitled "Drew Barrymore Holds a Sonogram. Is She Pregnant?"

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- 25. On information and belief, New Media copied the Photographs from the websites of NPG's Clients and reposted them on the Website without license or permission, thereby infringing on the Copyright (the "Infringement").
- 26. On information and belief, New Media engaged in the Infringement knowingly and in violation of United States copyright laws.
- 27. On information and belief, New Media has received a financial benefit directly attributable to the Infringement. Specifically, by way of the Infringement, New Media increased traffic to the Website and, in turn, its advertising revenues.
- 28. As a result of New Media's misconduct, NPG has been substantially harmed.

## **CLAIM FOR RELIEF**

# (Copyright Infringement, 17 U.S.C. § 501 et seq.)

- 29. NPG repeats and incorporates by reference the allegations contained in the preceding paragraphs.
- 30. The Photographs are original, creative works in which NPG owns protectable copyright interests.
- 31. NPG owns the copyright for the Photographs, USCO Registration No. VA-1-806-514.
- 32. NPG has not licensed New Media or any of its websites to use the Photographs in any manner, nor has NPG assigned any of its exclusive rights in the Copyright to New Media.
- 33. Without permission or authorization from NPG, and in willful violation of NPG's rights under 17 U.S.C. § 106, New Media reproduced the Photographs.

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- 34. On information and belief, without permission or authorization from NPG, and in willful violation of NPG's rights under 17 U.S.C. § 106, New Media displayed the Photographs on the Website.
- 35. New Media's reproduction of the Photographs and display of the Photographs on the Website constitute copyright infringement.
- 36. On information and belief, thousands of people have viewed the unlawful copies of the Photographs on the Website.
- 37. On information and belief, New Media had knowledge of the copyright infringement alleged herein and had the ability to stop the reproduction and display of NPG's copyrighted material.
- 38. New Media's copyright infringement has damaged NPG in an amount to be proven at trial.

## PRAYER FOR RELIEF

WHEREFORE, NPG respectfully requests judgment as follows:

- That the Court enter a judgment finding that New Media has 1. infringed on NPG's Copyrights in the Photographs in violation of 17 U.S.C. § 501 et seq.;
  - That the Court award damages and monetary relief as follows: 2.
    - Statutory damages against New Media pursuant to 17 a. U.S.C. § 504(c) of \$150,000 per infringement or, in the alternative, NPG's actual damages and New Media's wrongful profits in an amount to be proven at trial;
    - b. NPG's attorneys' fees pursuant to 17 U.S.C. § 505;
    - NPG's costs; and C.

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Case No.

3. Such other relief that the Court determines is just and proper.

Respectfully Submitted,

DATED: May 23, 2012

## KRONENBERGER ROSENFELD, LLP

y: Virginia A. Sanderson

Attorneys for Plaintiff

Case No.

DATED: May 23, 2012

KRONENBERGER ROSENFELD, LLP

Attorneys for Plaintiff

## UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

#### NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge Manuel Real and the assigned discovery Magistrate Judge is Margaret A. Nagle.

The case number on all documents filed with the Court should read as follows:

CV12-4596 R (MANx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

Unless otherwise ordered, the United States District Judge assigned to this case will hear and determine all discovery related motions.

#### **NOTICE TO COUNSEL**

A copy of this notice must be served with the summons and complaint on all defendants (if a removal action is filed, a copy of this notice must be served on all plaintiffs).

Subsequent documents must be filed at the following location:

[X]	Western Division
	312 N. Spring St., Rm. G-8
	Los Angeles, CA 90012

Southern Division
411 West Fourth St., Rm. 1-053
Santa Ana, CA 92701-4516

Eastern Division
3470 Twelfth St., Rm. 134
Riverside, CA 92501

Failure to file at the proper location will result in your documents being returned to you.

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## UNITED STATES DISTRICT COURT

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for the

Central District of California

NATIONAL PHOTO GROUP, LLC, a limited liability company,  Plaintiff	3 CV12-04596 P(MMX)
v. REV NEW MEDIA, INC., and DOES 1-10, inclusive,	) Civil Action No. )
Defendant	)

#### SUMMONS IN A CIVIL ACTION

To: (Defendant's name and address) REV NEW MEDIA, INCORPORATED c/o RAYMOND PATRICK ATTIPA 4161 LOS FELIZ BLVD #A2 LOS ANGELES, CA 90027

A lawsuit has been filed against you.

Within 21 days after service of this summons on you (not counting the day you received it) — or 60 days if you are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ. P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff or plaintiff's attorney,

whose name and address are: V

Virginia A. Sanderson

KRONENBERGER ROSENFELD, LLP

150 Post Street Suite 520 San Francisco, CA 94108

If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court.

	MAY 25 2012	CLERK OF COURT
	*	
Date: _		
		Signature of Glerk or Deputy Clerk
		V

# UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

Attorneys (Firm Name, Address and Telephone Number, If you are representing yourself, provide same.)	I (a) PLAINTIFFS (Check box if you are representing yourself []) NATIONAL PHOTO GROUP, LLC, a limited liability company	1	DEFENDANTS REV NEW MEDIA, INC., and DOES 1-10, inclusive					
Place an X in one box for plaintiff and one for defendant   Very continuent Plaintiff   Place an X in one box for plaintiff and one for defendant   Very continuent Plaintiff   Very continuent Plai	yourself, provide same.) Virginia Sanderson, KRONENBERGER ROSENFELD, LLP 150 Post Street, Suite 520	representing	Attorneys (If Known)					
□ 1 U.S. Government Plaintiff □ 2 U.S. Government Defendant □ 4 Diversity (Indicate Citizenship of Parts State □ 5 U.S. Government Defendant □ 4 Diversity (Indicate Citizenship of Parts State □ 6 U.S. Government Defendant □ 7 Diversity (Indicate Citizenship of Parts In Item III) □ 8 Diversity (Indicate Citizenship of Parts In Item III) □ 9 U.S. Government Defendant □ 1 Diversity (Indicate Citizenship of Parts In Item III) □ 1 Diversity (Indicate Citizenship of Parts In Item III) □ 1 Diversity (Indicate Citizenship of Parts In Item III) □ 1 Diversity (Indicate Citizenship of Parts In Item III) □ 1 Diversity (Indicate Citizenship of Parts In Item III) □ 1 Diversity (Indicate Citizenship of Parts In Item III) □ 2 Removed from □ 3 Remanded from □ 4 Reinstated or □ 5 Transferred from another district (specify): □ 6 Multi-District Lidege from Indicate District Lidege f	II. BASIS OF JURISDICTION (Place an X in one box only.)	III. CITIZENS (Place an X	HIP OF PRINCIPAL PART in one box for plaintiff and o	ries - Fo	or Diversity Cases endant.)	Only		
of Parties in Item III)    V. ORIGIN (Place an X in one box only.)			PTF	DEF	Incorporated or Pr			
IV. ORIGIN (Place an X in one box only.)   IV. ORIGIN (Place an X in one box only.)   IV. ORIGIN (Place an X in one box only.)		Citizen of Anoth	er State	□ 2			□ 5	□ 5
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AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTED BELOW.

CV-71 (05/08)

# UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

VIII(a). IDENTICAL CASES: Has If yes, list case number(s):	this action been pre	eviously filed in this court an	d dismissed, remanded or closed? ☑ No □ Yes			
VIII(b). RELATED CASES: Have If yes, list case number(s):	any cases been prev	viously filed in this court tha	t are related to the present case? ♥ No □ Yes			
□ B. ( □ C. 1	Arise from the same Call for determination For other reasons wo	or closely related transaction on of the same or substantiall ould entail substantial duplica	ns, happenings, or events; or y related or similar questions of law and fact; or ation of labor if heard by different judges; or and one of the factors identified above in a, b or c also is present.			
IX. VENUE: (When completing the	•					
			f other than California; or Foreign Country, in which EACH named plaintiff resides. this box is checked, go to item (b).			
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country			
Los Angeles						
			f other than California; or Foreign Country, in which EACH named defendant resides. f this box is checked, go to item (c).			
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country			
Los Angeles						
(c) List the County in this District; C Note: In land condemnation ca	•	·	other than California; or Foreign Country, in which EACH claim arose.			
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country			
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* Los Angeles, Orange, San Bernard Note: In land condemnation cases, use			an Luis Obispo Counties			
X. SIGNATURE OF ATTORNEY (C	OR PRO PER):	Alal	Date 5/23/2012			
or other papers as required by law	. This form, approve	ed by the Judicial Conference	mation contained herein neither replace nor supplement the filing and service of pleadings of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed ing the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)			
Key to Statistical codes relating to Soc	cial Security Cases:					
Nature of Suit Code	Abbreviation	Substantive Statement of	Cause of Action			
861	HIA	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))				
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)				
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))				
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405(g))				
864	SSID	All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security Act, as amended.				
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42 U.S.C. (g))				

CV-71 (05/08) CIVIL COVER SHEET Page 2 of 2